

Personal Coaches Help Clients Achieve Dreams



By LEIGH HARRINGTON Staff Writer, *The Voice-Tribune*

If you have ever wanted your own personal cheerleader, someone to keep you focused on your life goals, or someone who can give you some fresh ideas for your future, then "life coach" Stacey Vicari may be your woman.

Vicari, 32, spent several years in the corporate world and served as president of EarthSave International, a non-profit organization dedicated to promoting healthy eating. She said she feels she has always helped coach people through life and business decisions and finally decided to become a full-time coach and formed her own company, Ideal Life.

If you have ever watched the biography of a star on television, you have heard mention of the variety of agents, managers, personal trainers and advisers that assisted his or her rise to the top.

These days, personal/life coaches like Vicari do more than hang out with the stars. they work with CEOs, business owners, and others to help them achieve their goals and rediscover their potential.

"Coaching is about looking forward and addressing the hows," Vicari said. "I work with (clients) to listen, to motivate, to probe, to challenge and to ask the right questions to help them, basically, devise a blueprint."

The process is simple. Vicari meets with her clients over the phone for three 30-minute sessions a month. At the beginning of the

relationship, she sends them a packet of materials that helps them learn more about their personality, identify where they are in their life or business and where they want to be. Then she helps them set appropriate goals and acts as their accountability partner and sounding board.

The fee for the service varies and her clients can contact her outside of their sessions through e-mail and additional phone conversations at no extra charge.

Because all the meetings are conducted by phone, Vicari's clients are not limited to the Louisville area. She currently has several clients from the Chicago and New York areas.

Vicari said that most clients come to her because they have one specific goal in mind, but need a plan or support system to achieve it.

"(A typical client) may be a salesperson who has always been No. 3 but they want to go to No. 1. They would work with a coach to help them look at the master plan to see how they get from where they are to where they want to be.

Vicari helps her clients prioritize their time, identify steps that will lead them to their goal and even assigns homework that develop better life or business skills.

Since life coaching is not limited to business goals, Vicari often helps clients with what she refers to as the seven key areas of a balanced life. They are relationships and family, health and well being, financial prosperity, career, learning, spirituality and leisure and recreation.

"I have a client who has always been in the work place and has started a family, so she's had a shift in her identity," Vicari said. "She still wants to be an individual, but she also wants to be a great mom so she's learning how to integrate those things into her life."

She said that although most clients will seek her out to accomplish, one specific goal, they often find that they are

ultimately seeking an overall balance in their life.

"Almost everyone who comes to me starts with time management or issues with balance," Vicari said. "They say, 'I'm working so much and yeah I make a lot of money, but I'm just not happy.' I let them know that I can go right in and work with a specific issue, but with most people it's not one specific thing; we are integrated beings so it's an overall process."

Vicari is a native of Chicago and graduated from Indiana University with a degree in business in 1989. She came to Louisville in 1990, where she began her work with EarthSave.

For more information about coaching services, call 502.459.8565.